

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Adobe Systems Incorporated

Application No./Patent No.: 10/608,442

Filed/Issue Date: 1/26/03

Entitled: Custom Event and Attribute Generation for Use in Website Traffic Data Collection

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 014724, Frame 0693, or for which a copy thereof is attached.

2. From: Inventors To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 016488, Frame 0298, or for which a copy thereof is attached.

3. From: Omniture, Inc. To: Wells Fargo, Foothill, LLC, As Agent

The document was recorded in the United States Patent and Trademark Office at

Reel 022079, Frame 0141, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is written below) is authorized to act on behalf of the assignee.

Lori Behun  
Signature

1-5-10  
Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

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OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

4. From: Wells Fargo Foothill, LLC To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

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5. From: \_\_\_\_\_ To: \_\_\_\_\_

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6. From: Omniture, Inc. To: Adobe Systems Incorporated

The document was recorded in the United States Patent and Trademark Office at

Reel 023538, Frame 0077, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney  
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## Assignments on the Web &gt; Patent Query

## Patent Assignment Abstract of Title

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## Total Assignments: 5

Patent #: NONE

Issue Dt:

Application #: 10608442

Filing Dt: 06/25/2003

Publication #: [20040122943](#)

Pub Dt: 06/24/2004

Inventors: Brett Error, Chris Error, Brian Curran

Title: Custom event and attribute generation for use in website traffic data collection

## Assignment: 1

Reel/Frame: [014724/0693](#)

Recorded: 11/25/2003

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: [ERROR, CHRIS](#)

Exec Dt: 10/24/2003

[ERROP, BRETT](#)

Exec Dt: 10/30/2003

[CURRAN, BRIAN](#)

Exec Dt: 11/13/2003

Assignee: [OMNITURE, INC.](#)1358 WEST BUSINESS PARK DRIVE  
OREM, UTAH 84601

Correspondent: FENWICK &amp; WEST LLP

DAVID D. SCHUMANN  
801 CALIFORNIA STREET  
SILICON VALLEY CENTER  
MOUNTAIN VIEW, CA 94041

## Assignment: 2

Reel/Frame: [014724/0693](#)

Recorded: 04/25/2005

Pages: 8

Conveyance: RE-RECORD TO CORRECT SEVERAL EXECUTION DATES ON A DOCUMENT PREVIOUSLY RECORDED AT REEL 014724, FRAME 0693. (ASSIGNMENT OF ASSIGNOR'S INTEREST)

Assignors: [ERROR, BRETT](#)

Exec Dt: 10/24/2003

[ERROP, CHRIS](#)

Exec Dt: 10/30/2003

[CURRAN, BRIAN](#)

Exec Dt: 11/13/2003

Assignee: [OMNITURE, INC.](#)1358 WEST BUSINESS PARK DRIVE  
OREM, UTAH 84601

Correspondent: AMIR H. RAUBVOGEL

FENWICK & WEST LLP  
SILICON VALLEY CENTER  
801 CALIFORNIA STREET  
MOUNTAIN VIEW, CA 94041

## Assignment: 3

Reel/Frame: [022078/0141](#)

Recorded: 01/09/2009

Pages: 12

Conveyance: SECURITY AGREEMENT

Assignor: [OMNITURE, INC.](#)

Exec Dt: 12/24/2008

Assignee: [WELLS FARGO CREDIT, LLC, AS AGENT](#)2450 COLORADO AVENUE, SUITE 3000 WEST  
SANTA MONICA, CALIFORNIA 90404

**Correspondent:** SANDRA P. THOMPSON  
18400 VON KARMAN AVENUE, SUITE 800  
IRVINE, CA 92612

**Assignment: 4****Reel/Frame:** 023525/0335**Recorded:** 11/17/2009**Pages:** 8**Conveyance:** RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).**Assignor:** WELLS FARGO FOOTHILL, LLC**Exec Dt:** 10/23/2009**Assignee:** QMNITURE, INC.550 EAST TIMPANOGOS CIRCLE  
OREM, UTAH 84097

**Correspondent:** ROBERT C. KOWERT  
P.O. BOX 398  
AUSTIN, TX 78767-0398

**Assignment: 5****Reel/Frame:** 023528/0072**Recorded:** 11/18/2009**Pages:** 20**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** QMNITURE, INC.**Exec Dt:** 11/12/2009**Assignee:** ADOBE SYSTEMS INCORPORATED345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

**Correspondent:** ROBERT C. KOWERT  
P.O. BOX 398  
AUSTIN, TX 78767-0398

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**POWER OF ATTORNEY BY ASSIGNEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Adobe Systems Incorporated**, ("assignee"), a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the applications recorded are reel 023538, frame 0077, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Pursuant to 37 C.F.R. § 3.73(b), the assignee references the assignment documents recorded at reel 023538, frame: 0077, that evidence the placement of title in the assignee.

Pursuant to 37 C.F.R. §1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners at Customer Number **65132**.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Send all future correspondence to the address associated with Customer Number: **65132**.

Assignee of Interest	Adobe Systems Incorporated 345 Park Avenue San Jose, CA 95110
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Dated: 1-5-10

By: 

Name: Lori Behun

Title: Patent Attorney